



**CITY OF CENTRAL POINT  
PLANNING COMMISSION AGENDA  
July 7, 2020 - 6:00 p.m.**

**I. MEETING CALLED TO ORDER**

**II. PLEDGE OF ALLEGIANCE**

**III. ROLL CALL**

Planning Commission members, Tom Van Voorhees, Amy Moore, Jim Mock, Pat Smith, Kay Harrison, Chris Richey

**IV. CORRESPONDENCE**

**V. MINUTES**

Review and approval of the May 5, 2020 Planning Commission meeting minutes.

**VI. PUBLIC APPEARANCES**

**VII. BUSINESS**

A. Review and Feedback on the City of Central Point Strategic Plan 2040

**VIII. DISCUSSION**

A. Discussion of the City's Regional Plan Progress Report and City Council's Resolution to Ratify, **Applicant:** City of Central Point.

**IX. ADMINISTRATIVE REVIEWS**

**X. MISCELLANEOUS**

**XI. ADJOURNMENT**

Individuals needing special accommodations such as sign language, foreign language interpreters or equipment for the hearing impaired must request such services at least 72 hours prior to the City Council meeting. To make your request, please contact the City Recorder at 541-423-1026 (voice), or by e-mail at: [deanna.casey@centralpointoregon.gov](mailto:deanna.casey@centralpointoregon.gov).

Si necesita traductor en español o servicios de discapacidades (ADA) para asistir a una junta publica de la ciudad por favor llame con 72 horas de anticipación al 541-664-3321 ext. 201.

**City of Central Point  
Planning Commission Minutes  
May 5, 2020**

**I. MEETING CALLED TO ORDER AT 6:00 P.M. THE MEETING WAS HELD BY ZOOM WITH STAFF PRESENT IN THE COUNCIL CHAMBERS.**

**II. ROLL CALL**

Commissioners Mike Oliver (chair), Tom Van Voorhees, Amy Moore, Chris Richey and Kay Harrison and Jim Mock were present via zoom. Also in attendance were: Tom Humphrey, Community Development Director, Stephanie Holtey, Principal Planner, Justin Gindlesperger, Community Planner and Karin Skelton, Planning Secretary. City Manager, Chris Clayton and Parks and Public Works Director Matt Samitore were present via zoom.

**III. CORRESPONDENCE**

There was no correspondence

**IV. MINUTES**

Mike Oliver noted Tom Van Voorhees mentioned he worked for the Rogue Creamery but did not believe it was necessary to recuse himself for the zone change hearing. This was not reflected in the minutes. Amy Moore made a motion to approve the February 4, 2020 minutes with the noted correction. Kay Harrison seconded the motion. ROLL CALL: Tom Van Voorhees, yes; Kay Harrison, yes; Amy Moore, yes; Jim Mock, yes; Chris Richey, yes; Motion passed.

**V. PUBLIC APPEARANCES**

There were no public appearances.

**VI. BUSINESS**

**A. Public Hearing to consider a Tentative Plan for the development of an 8-lot commercial subdivision. The project site is located in the C-4, Tourist and Office Professional commercial zoning district and is identified on the Jackson County Assessor's map as 37 2W 01C, Tax Lot 700. Applicant: South Salem, LLC, Agent: Rogue Planning & Development Services, LLC**

Community Development Director Tom Humphrey read the rules for a quasi-judicial hearing. The commissioners had no bias, ex parte contact or conflict of interest to declare. Mr. Humphrey stated Amy Gunter of Rogue Planning and Development Services, John Batzer Representing South Salem LLC and Frank Pulver were all present online.

Community Planner Justin Gindlesperger said the applicant is proposing an eight lot commercial subdivision on an approximately 7.01 acre property at the southwest corner of Biddle Road and Table Rock Road. The subdivision will provide for a variety of commercial uses with common access and circulation that will function as a shopping center. Future developments on the individual lots will be subject to Site Plan and Architectural Review

requirements.

He stated Biddle and Table Rock Road are Jackson County Major Arterial roadways that require consolidated access drives to serve the proposed lots. This is accomplished with a Private Retail Street that provides east/west connectivity between Hamrick and Table Rock Road through existing development to the west. The Private Retail Streets have been designed to meet the City's block length standards. Water and sewer utilities are located just west of the subject property. Separate services are required for each parcel and will require mainline extensions into the property from the existing utility mains. Storm water facilities are located within the existing retail street to the west of the site

Mr. Gindlesperger said the applicant's Traffic Impact Analysis concluded the queue lengths at the approaches following construction of the commercial subdivision will impact traffic on the adjacent streets. Comments from Jackson County Roads recommends limiting the turning movements from the development to right-in, right-out, left-in at the approaches to the public streets. He said staff recommends requiring the applicant to complete the access improvements along Biddle Road and Table Rock Road in accordance with Jackson County requirements.

Mr. Gindlesperger stated the newly created block, located north of the proposed retail street and west of the retail street connecting to Biddle Road, is 2,153 feet in perimeter and exceeds the 2,000 foot block perimeter standard in CPMC 17.75.031(B)(1). The commissioners asked if there was access from Hamrick Road. Mr. Gindlesperger said there is an existing private retail street which will provide connectivity to Hamrick Road. They asked if there were any access restrictions. Matt Samitore answered there were no restrictions for access from Hamrick Road. The commissioners asked about saving any trees on the property and Mr. Gindlesperger said the City's arborist determined the trees were beyond saving.

Amy Moore asked the width of the retail street. Mr. Gindlesperger said it would be 35 feet. Matt said private retail streets do not have to conform to the public street standards. He said the Mountain View Plaza shopping center was a good example of this kind of street.

He said in accordance with CPMC 17.75.031(B)(4)(d), the block perimeter standard may be modified due to traffic safety concerns. The private retail street access on Table Rock is 455-ft from the intersection of Table Rock and Biddle Road. Although the typical intersection spacing distance is 300-ft, the increased distance was deemed necessary to increase safety and traffic movement. Staff recommends this adjustment to the block perimeter be approved as proposed to minimize potential traffic safety concerns.

**The Public Hearing was opened.**

**Amy Gunter, Agent**

Ms. Gunter said the conceptual plan meets parking standards for the envisioned uses which might include grocery, fast food and mixed use office and retail businesses. She said each

business would need to be approved through a site plan and architectural review. She reviewed the layout of the retail street. She reviewed the condition of approval from Jackson County limiting traffic from Biddle Road to right in right out, left in.

The commissioners discussed possible businesses and how they might impact traffic. They were concerned about pedestrian safety. Ms. Gunter stated there would be sidewalks on the retail streets and crosswalks in the parking lots. There would also be bicycle parking at each lot. The commissioners asked how storm water would be handled as the individual lots were developed. Ms. Gunter said the retail street would have a storm drain facility to accommodate water, however each lot would need to have its own accommodation for storm water which would be addressed through the site plan and architectural review process.

Tom Van Voorhees expressed concern regarding traffic backup from any fast food drive through establishment that might locate there. Ms. Gunter said there were currently no development proposals other than Firestone Bridgestone and the Oil Stop and Car Wash. Additionally there was no direct access from those lots onto a main street.

There were no public comments.

**The public hearing was closed.**

Tom Van Voorhees made a motion to approve the tentative plan for the development of an 8-lot commercial subdivision located in the C-4, Tourist and Office Professional commercial zoning district. Chris Richey seconded the motion.

The Commissioners discussed the importance of pedestrian and bicycle safety and what they would like to see regarding improved and extended sidewalks and safety measures. They discussed the retail street and storm water issues. Mr. Humphrey stated Rogue Valley Transportation District was planning a bus route with a stop at the northwest corner of Biddle and Table Rock.. The commissioners expressed approval of a new development that could serve pedestrian traffic from Central Point East.

Mr. Gindlesperger stated prior to Final Plat approval, the applicant will need to demonstrate compliance with all agency conditions of approval including conditions of approval in the Public Works Staff Report dated April 15, 2020, conditions of approval in the Jackson County Roads and Engineering Staff Report, dated April 27, 2020, and conditions of approval provided by the Rogue Valley Sewer Services in a letter dated April 10, 2020

ROLL CALL: Tom Van Voorhees, yes; Kay Harrison, yes; Amy Moore, yes; Jim Mock, yes; Chris Richey, yes; Motion passed.

**B. Public Hearing to consider a Comprehensive Plan and Zoning Map Amendment to change the zoning designation on multiple properties south of Bush Street between South 4<sup>th</sup> and South 1<sup>st</sup> Streets from C-2(M) Commercial-Medical to R-1-6 (Residential Single Family) and Civic. The properties involved in this application are identified on the Jackson County Assessor's map as 37S 2W 11BC, Tax Lots 800 through 5000 and 37S 2W 11BL, Tax Lots 100-700. Applicant: City of Central Point.**

Community Development Director Tom Humphrey stated the rules for a quasi-judicial hearing remained as previously stated. Kay Harrison said she was on the Citizen's Advisory Committee

for the Central Point School District. Amy Moore stated her husband was on the Central Point School Board. They said this would not constitute a problem for them in making an unbiased recommendation. There was no ex parte contact or bias to disclose.

Mr. Humphrey said The City is initiating minor comprehensive plan and zone map amendments in an area identified as the C-2(M) Land Use Study Area in the Land Use Element of the City's Comprehensive Plan. This area has been in transition since the close of the Asante Medical Facility. The Asante property and adjoining home sites were designated for Commercial-Medical uses in the past but this designation is no longer applicable. At the time the Land Use Element was being considered for adoption in 2018 the Asante Corporation was negotiating the sale of their property and it is clear with its sale to School District #6 that the property will no longer be used for medical purposes.

The School District asked the City to initiate a zone change for their property alone but under the circumstances the City considers it wise to eliminate the medical zoning designation altogether. Since there are many single family homes in the C-2(M) zoning district, residents and property owners may wish to have their commercial zoning changed to residential zoning at no expense to them. The change will allow residents to maintain their single family homes or duplexes and to add ADUs if they choose. It will also allow the future expansion of School District #6 facilities. He explained there were adequate public facilities.

In consideration of this application, the issues which should be addressed are conformity with the statewide planning goals and the Comprehensive Plan, compatibility with the surrounding land uses and zoning, traffic impacts and compliance with the Transportation Planning Rule.

He said the proposed low density residential and civic land use and zoning designations would be consistent with existing and proposed uses in the neighborhood. The proposed zone map amendment includes thirty three lots and is an established neighborhood of predominantly single family homes. The city has contracted with the Ausland Group, a local engineering group who evaluated the impact on traffic within the vicinity. Their initial conclusion was that the proposed amendments will generate more daily trips than current land use designations. Upon further investigation it appeared that trips generated from homes in the existing zoning district were not included in the analysis. They do show up in the proposed zoning district. If assumptions are reexamined, there should be no net increase in daily trips. Staff is currently awaiting an answer from the traffic consultant and a resolution of assumptions used for the traffic analysis.

The commissioners discussed the importance of the analysis and thought to make a recommendation that the traffic analysis be completed prior to presentation to the City Council. Stephanie Holtey clarified that a traffic evaluation would most likely use the highest generating use as a standard which would ensure the proposed development could be accommodated.

Mr. Humphrey stated there would be no significant increase or change in taxes pursuant to the zone change. He explained though schools are allowed in residential zones, all schools in the City are zoned Civic. This is so the City's residential land use inventory will reflect only actual residential lands and would not include land occupied by schools.

The commissioners discussed a currently barricaded entrance to the property off of Hopkins Road. Mr. Humphrey said there was a small tax lot that could serve as a driveway entrance and

this had been discussed with the School District. It would need to be a driveway entrance only. There would not be an exit at that location. This would need to be addressed at a site plan and architectural review.

**The public Hearing was opened.**

There were no public comments.

Mr. Humphrey said notification letters had been sent to all residents within 250 feet of the property. He received 5 phone calls in response, with no objections.

**The public hearing was closed**

Kay Harrison made a motion to approve the comprehensive plan and zoning map amendment to change the zoning designation on multiple properties south of Bush Street between South 4<sup>th</sup> and South 1<sup>st</sup> Streets from C-2(M) Commercial-Medical to R-1-6 (Residential Single Family) and Civic, with the condition the revised transportation analysis be completed prior to taking it before the City Council. Amy Moore seconded the motion.

ROLL CALL: Tom Van Voorhees, yes; Kay Harrison, yes; Amy Moore, yes; Jim Mock, yes; Chris Richey, yes; Motion passed.

**VII. DISCUSSION**

**Planning Update**

Due to the corona virus staff has been working on a rotation schedule.

The project at 347 E. Pine Street is continuing construction

Dominos has begun construction on Freeman Court.

The remodel at McDonalds is finished

The Nelson building site plan and architectural review has been approved

Staff has received a site plan and architectural review application for a medical building behind Sonic

Bridgestone Firestone is continuing to work through the site plan review process

There is a pre application for expansion to Storage R Us on S. Haskell

Rogue Valley Pet has submitted for a conditional use permit and a site plan architectural review for a warehouse/retail project out by Costco.

We are anticipating a site plan architectural review application to develop the parking lot at Crater High School

We have had several applications for building permits for accessory dwelling units throughout

the City and continue to get inquiries

We are anticipating an application for a multifamily development on Hamrick Road property that was recently annexed

**VIII. ADMINISTRATIVE REVIEWS**

**IX. MISCELLANEOUS**

**X. ADJOURNMENT**

Chris Richey moved to adjourn the meeting. Kay Harrison seconded the motion. All members said "aye". Meeting was adjourned at 7:40 p.m.

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Planning Commission Chair





# CITY OF CENTRAL POINT STRATEGIC PLAN 2040



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# CITY OF CENTRAL POINT

## Strategic Plan Foreward



### Acknowledgments

The 2040 City of Central Point strategic planning process would not have been possible without the input, insights, and contributions of our community.

Dozens of residents, working professionals, elected officials, volunteers, City staff, and nonprofit organizations strive to make our community better every day and enthusiastically answered the call to participate in the strategic planning process through a well-attended community forum, a statistically valid citizen survey, and several informal questionnaires.

As we transition from strategic planning to goal/budget development, and ultimately strategic implementation, it is essential to understand that the City will rely on its partnerships, alliances, and stakeholders to deliver the outcomes identified by City Council in our 2040 strategic plan.

Throughout our entire process, the City of Central Point partnered with Davis Consulting Group to assist with the facilitation of the 2040 City of Central Point strategic plan. Specifically, Megan Davis Lightman was instrumental in bridging the competing interests, opinions and values that are represented in this plan.

Finally, the City of Central Point Council is grateful for everyone's contribution to this critical process.

### Introduction

The City of Central Point developed this Strategic Plan to articulate the mission, vision, values, and goals of its residents, businesses, and public agencies to more effectively serve those living-in, working-in, or doing business with the City of Central Point. The strategic plan charts a course for the City in response to an assessment of current conditions and anticipated changes within the City, Jackson County, and the Rogue Valley. The 2040 Strategic Plan was enriched by the perspectives of residents, community leaders, and elected officials.

The City Council's primary goal in preparing this plan was to guide future decision-making as the community grows and changes.

Central Point provides its residents with services protecting health, safety, and welfare, including police services, safe drinking water, and stormwater quality. Additionally, the City offers building and planning services, which helps manage smart growth, and supports a more substantial tax base through economic

development. Other services are not considered essential; however, they target increased quality of life through recreation programs, park facilities, streetscapes, public art, and educational programs.

The Central Point City Council is made of citizens who are elected by residents to make policy decisions. These decisions are usually based on information that is assembled by City staff. The staff is also responsible for implementing the Council's policy direction, measuring progress, and providing feedback to the Council and Community on how well the City is doing reaching its goals and objectives.

## **How the 2040 Strategic Plan is Organized**

We understand that typically, strategic plans are designed for 3, 5, and 10-year timelines. However, the Central Point City Council felt with our last strategic plan spanning 13 years; a 20-year strategic planning horizon was within reach. Moreover, the City Council acknowledged that our past practice has been to use budgetary goals on two-year intervals to achieve short-term goals and objectives while relying on a long-term, overarching strategy to remind the Council, Staff, and Community of our "why."

The 2040 strategic plan contains revisions to our previous mission, vision, and values. Additionally, this document identifies five new strategic priorities, each of which includes a series of goals and strategies. Ultimately, the City Council, City Staff, and Stakeholders placed particular emphasis on identifying strategic priorities, goals, and strategies that would serve the community well over the next two decades. However, during the entire strategic planning process, linking our City's future to our heritage and historical beginnings was at the forefront of our planning efforts.

The 2040 strategic plan is designed to allow the City of Central Point to achieve its best future. However, this is a living document, and the Council will perform periodic reviews and update/revise as necessary to ensure that the plan remains flexible and adaptable to the needs of the City.

## **How the Council Will Use the 2040 Strategic Plan**

For the Council to set priorities, it needs input into what issues are worthy of attention, the nature of those issues, and the City's ability—financially and politically—to adequately address each of them. Moving forward, the City Council will establish budgetary goals on two-year cycles (aligning with the biennial budget) that are derived from the 2040 strategic plan. These budgetary goals will not only include high profile capital projects but will consist of operational oversight targets and the tracking of multi-year projects.

## **How We Developed this Strategic Plan**

As part of the 2019-2021 biennial budget, the Budget Committee and City Council discussed the need for an overarching plan to guide future decision-making as the community and organizational change. This citywide strategic planning effort began in September 2019.

The 2040 Strategic Plan emerged over an 18-month long process through three distinct phases:

1. 2019 Citizen survey was conducted in the first quarter of 2019.

2. The City Executive Team began a series of workshops to provide a strategic framework for the City Council in late summer/early fall 2019.
3. The City Council began a series of public meetings, including a community forum in late 2019.

All of these phases included a robust and ongoing dialog among residents, organized stakeholders, partner organizations, City Staff, and the City Council.

## What We Learned During Our Process

The strategic plan started with an assessment of the City's current strategic plan. What did the City Council, Staff, Stakeholders, and the Public think about what the City currently does well? About possible areas of improvement? About forces that would affect its future performance? This analysis looked at the City's past performance, current issues, and the internal and external pressures, economic and demographic trends that may affect the City moving forward. A large portion of this analysis relied on the 2019 citizen survey, which included a statistically valid telephone survey and a direct-mailed (utility account) questionnaire.

Overall, the feedback from the 2019 survey was optimistic about the City and the services it provides. More specifically, residents say the City is headed in the right direction and are very satisfied or satisfied with City services overall. A vast majority of residents feel Central Point is exceptionally safe from a public safety standpoint, but understand that issues like mental health, addiction, and homelessness represent challenges. Additionally, City Parks & Open Spaces, Recreation Programs, and City-operated Special Events are all considered as enhancements to the Central Point way of life.

During our analysis of current Central Point conditions, city staff felt two critical exhibits from the 2019 Citizen Survey offer insight into where our focus should remain. In exhibits A & B below, you will see areas of focus favored by Central Point residents in the 2019 Survey.



Exhibit A



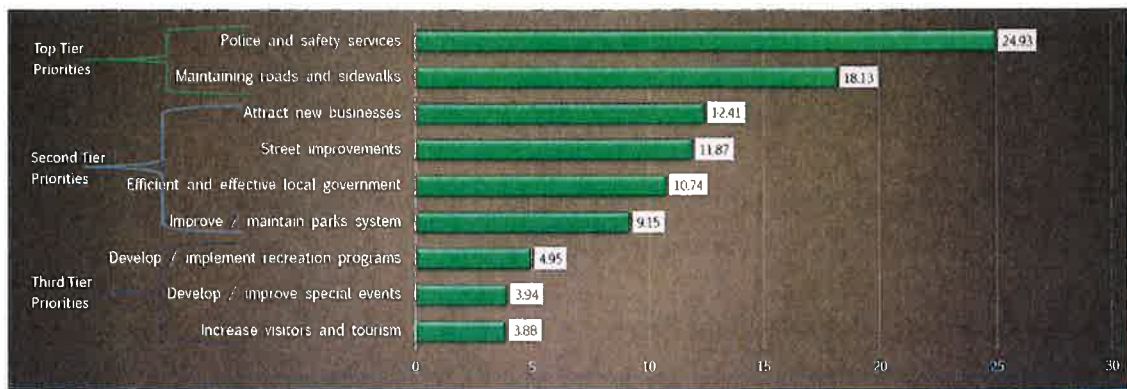


Exhibit B

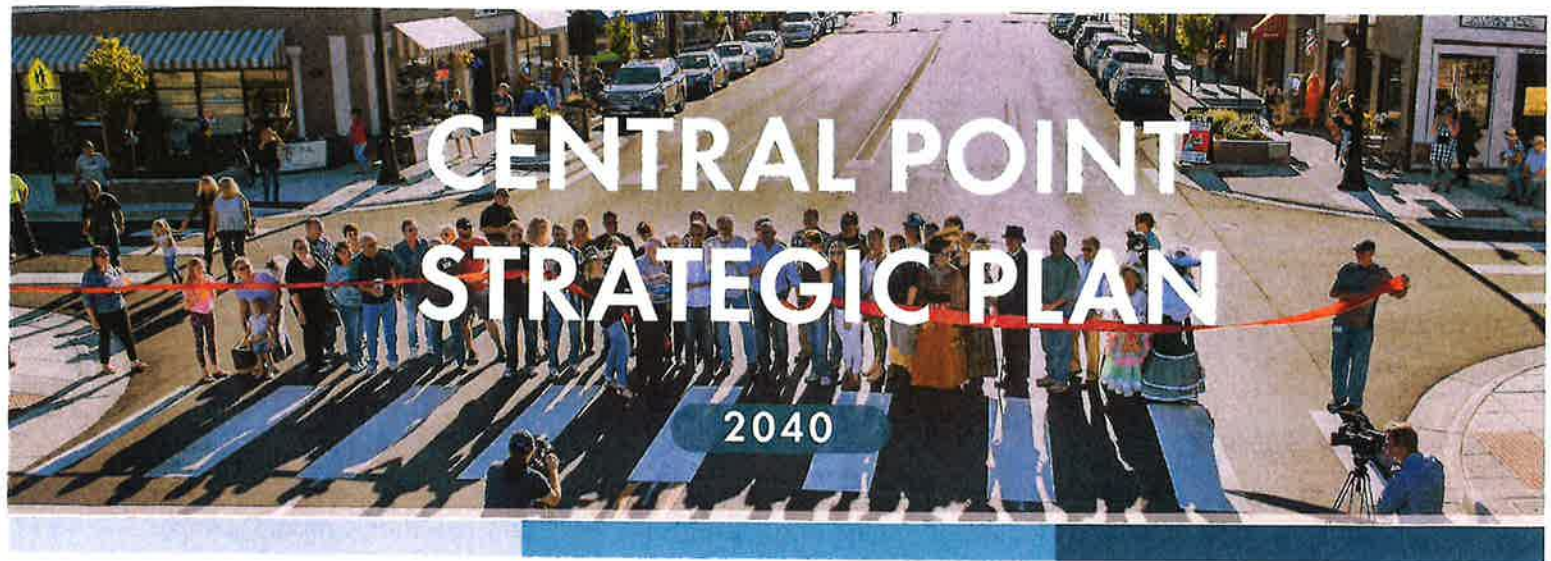
Ultimately, we also learned what we could do better. Generally speaking, we can always improve communication between the City Council, Departments, Staff, and Citizens. Moreover, improving in all areas of communication will allow us to define City strategic priorities better, articulate budget priorities more clearly to the Public, and to provide a resilient focus for accomplishing all of our priorities.

As we prepare to execute on this 20-year plan, we look forward to the continued opportunity to strengthen our relationships with our community partners.

***"However beautiful the strategy, you should occasionally look at the results." —Sir Winston Churchill***







## Vision

"Central Point is a safe, family-friendly, livable community that cultivates its small-town feel by managing growth and inspiring meaningful connections between people and places."



## Mission

"Creating a family-friendly community that provides a better experience for those living, working and doing business in Central Point."



## Values

Accountability, Community, Excellence, Heritage, Public Safety, Resilience, Service.

## Value Definitions:

### ACCOUNTABILITY

We value the ability to hold ourselves responsible for mistakes, apply what we have learned, and move forward in a positive direction.

### COMMUNITY

We value a clean and attractive city that inspires meaningful connections to people and places.

### EXCELLENCE

We value a consistently superior performance that surpasses requirements and expectations.

### SERVICE

We strive to provide the highest level of service possible in the most efficient and responsible manner.

### HERITAGE

We value a simultaneous ability to preserve and invent our culture—that is, to conserve our city's unique history and heritage while developing new expressions for current times.

### PUBLIC SAFETY

We value a professional service-oriented public safety policy that provides a sense of safety/well-being in the city.

### RESILIENCE

We value the city's ability to anticipate, prepare for, respond, and adapt to incremental change and sudden (economic or market) disruptions in order to endure and prosper.



# STRATEGIC PRIORITIES

## Community Investment



Public and private investments in Central Point include physical (i.e., new buildings, streets, waterlines, businesses, parks, etc.); social (e.g., programs and services that support people: families, youth, retirees, etc.); and economic (i.e., programs and facilities that foster new growth and development necessary to fuel the local economy and provide jobs for residents).

**GOAL 1** - Build a strong city that is fiscally sustainable and provides enhanced services and small-town nuance.

**STRATEGY 1** - Partner with Urban Renewal to develop objective criteria to prioritize incentives and investments for planning and infrastructure projects that maximize value to the community in terms of cost-benefit, providing a connection between the east and west sides of town, and providing an urban form that is walkable, attractive and resilient to change.

**STRATEGY 2** - Seek and pursue grant opportunities to close fiscal gaps in projects that plan, design, and/or implement projects related to development or redevelopment of lands within the Urban Growth Boundary.

**STRATEGY 3** - Partner with telecom and utility companies to offset infrastructure costs.

**STRATEGY 4** - Maintain existing public safety services levels as the community continues to expand and promote a community policing program.

**STRATEGY 5** - Expand the Pine Street/Downtown Streetscape Improvements.

**GOAL 2** - Be a place city filled with happy, healthy people who are thriving.

**STRATEGY 1** - Develop and maintain positive partnerships with public and private entities and the community to understand community needs, and leverage resources to develop and deliver opportunities for personal, professional, and/or vocational development. (Recreation Programs, Maker Space, Artisan Corridor, Volunteerism, Community Events, etc.) (Nurturing individuals skills and personal growth is an essential element to Central Point's future. While this is an organic process that must be desired by individuals in the population, the City can make investments that consider and further the goal of providing an environment that is supportive of this objective.)

**STRATEGY 2** - Through the land development codes and process, foster the creation of "healthy neighborhoods" that provide safe, connected, and comfortable amenities for residents of all ages and abilities to walk, cycle, play, and access community destinations. (Active lifestyles that include people of all abilities are foundational to health and wellbeing).



**STRATEGY 3** – Develop and implement an economic development program/toolkit to attract more family-wage jobs to Central Point. (Idea that if needs are met, people are more likely to be happy and make time for leisure, volunteerism, and social interaction.)

**STRATEGY 4** – Explore partnerships and opportunities to develop and implement urban agriculture projects within the Urban Growth Boundary. (Happy people eat well and know where food comes from).

**STRATEGY 5** – Plan, design, build, and maintain a comprehensive system of sustainable facilities, trails, and park spaces, setting the highest standards to provide attractive places people will use and enjoy. Acquire additional lands for active and passive recreation use based on current deficiencies and public demands created by increasing population or the environmental and recreational significance of the area.

**STRATEGY 6** – Facilitate a professional symposium to give residents and businesses access to high-quality speakers at little or no cost. Speakers such as Steven Covey or Jon Gordon

**STRATEGY 7** – Maintain parks and facilities at the highest possible levels to encourage a sense of community pride and ownership.

**STRATEGY 8** – Maintain support for a victim advocate position in our Police Department.



**GOAL 3** - Provide opportunities for youth education, recreation, and support. (Kids are the future. Happy, well-adjusted kids are the canary in the coal mine for true community/family wellbeing).

**STRATEGY 1** – Communicate regularly with SD6 regarding partnership opportunities to further excellent K-12 education in Central Point. Promote, encourage and financially support ongoing 4H and FFA programs

**STRATEGY 2** – Continue to support, develop, and expand the CPPD's School Resource Officer (SRO) program, including new and improved curriculum offerings. Providing positive/inspirational adult role-models in our schools is critical to developing productive, knowledgeable, and community-oriented youth.

**STRATEGY 3** – Provide opportunities for social connection. Identify underrepresented groups and help them participate and feel connected. Increase engagement in physically active recreation, and enjoyment of parks and trails to foster active, healthy lifestyles. Reduce barriers for accessing programs, services, places, spaces, and information.

**STRATEGY 4** – Expanding on existing recreation programming to reach a broader and more diverse audience, including older adults, people with varied abilities, and teens. Research successful recreation programs to ensure that we are offering activities that will best meet the current and future needs of our citizens.

**STRATEGY 5** – Develop more indoor Winter activities utilizing existing public spaces in addition to building and use of a new Central Point Community Center.

**STRATEGY 6** – Establish a development dialogue between SD6's facilities planning committee, the City's Community Development, and Public Works Departments, to anticipate and address projected growth demands.



#### **GOAL 4 - Manage growth to provide places that are timeless and loved by the community.**

**STRATEGY 1** – Engage the community in placemaking charrettes to learn what characterizes places that are distinctly Central Point and desirable as growth occurs in the Urban Growth Boundary.

**STRATEGY 2** – Amend the community's land use and development codes to adopt standards that reflect the community's preferences for how new growth areas will look, feel, and function. (As the City grows in response to market demand, this supports the creation of urban form and architectural character that is community-driven rather than developer-driven).

**STRATEGY 3** – Provide a professional land development review process that is efficient, collaborative, and solution-oriented. (Attract increasingly higher quality developers/developments).

**STRATEGY 4** – Develop a toolkit of incentives to leverage in exchange for more desirable community places that provide public amenities associated with needed housing, employment, and other services, including but not limited to: public plazas, open space, parks, affordable housing, value-added design to attract professional office and other uses that provide more living-wage jobs).

**STRATEGY 5** – When developing new parks or updating features of our older parks, involve the community in these planning efforts so that these facilities meet the needs of our citizens. Each park should reflect the individual character of the neighborhood in which they reside. Continually reevaluate the needs of our community in terms of parks and facilities.



#### **GOAL 5 - Plan, design, and construct "state of the art" infrastructure in all areas and systems.**

**STRATEGY 1** – Continually update infrastructure plans.

**STRATEGY 2** – Provide regular financial analysis on utility enterprise funds so infrastructure can be adequately maintained, restored, upgraded, and expanded.

**STRATEGY 3** – Aggressively seek to capitalize on partnerships with Jackson County, the City of Medford, and the Oregon Department of Transportation to eliminate infrastructure deficiencies and build for the future.

**STRATEGY 4** – Plan, design, and construct new public safety facilities (Police Station and East Side Substation) to meet the evolving needs of the community.

**STRATEGY 5** – Continually invest in technology infrastructure that maximizes our efficiency and productivity.



#### **GOAL 6 - Meet the housing needs of Central Point residents and businesses**

**STRATEGY 1** – Rely on the findings, policies, and implementation of the City's Comprehensive Plan Population, Housing, and Economic Elements

**STRATEGY 2** – Collaborate on projects with agencies who specialize in providing affordable housing

**STRATEGY 3** – Pursue grant and/or Urban Renewal assistance in making housing affordable and accessible to residents.

# STRATEGIC PRIORITIES

## Community Engagement



Quality communication between government and its citizens and the business community is essential to proactive and responsive governance.

**GOAL 1** - Build strong relationships between government and its citizens.

**STRATEGY 1** - Regularly survey the needs and preferences of Central Point residents.

**STRATEGY 2** - Utilize practical communication approaches to reach and engage as many community members as possible. Adapt approaches as preferences in the community change.

**STRATEGY 3** - Communicate, collaborate, and partner with other governmental agencies, public and private enterprises to pool and/or leverage resources to achieve optimal outcomes for the community.

**STRATEGY 4** - Develop 'second-generation' employees who share the current management philosophy of inter-government/inter-agency cooperation.

**STRATEGY 5** - Maintain a safe community that is known for its compassionate outreach to citizens. Develop strategies to work with vulnerable populations compassionately.

**STRATEGY 6** - Leverage community partnerships to increase public safety staffing, reduce crime rates per capita, and enhance community relations with the city.

**STRATEGY 7** - Create a community that is welcoming to diverse populations.

**GOAL 2** - Promote community and city government through volunteerism.

**STRATEGY 1** - Offer internships for youth through partnerships with local businesses, governments, and schools.

**STRATEGY 2** - Promote volunteer opportunities regularly. Maintain a database of volunteers and their interests to further this objective.

**STRATEGY 3** - Partner with the Chamber of Commerce to continue events like "Denim and Diamonds" to celebrate local accomplishments and recognize volunteer efforts throughout the community.

**STRATEGY 4** - Continue to embrace volunteerism through the Central Point Police VIPS Program.

**STRATEGY 5** - Expand existing park and recreation volunteer programs to increase involvement in recreation programs, special events, and park maintenance. Work with School District 6 and other organizations to provide enhanced community service opportunities for our youth to be directly involved in park and recreation projects. Examine the potential of developing a citizen "adopt a park" program.



**GOAL 3** - Keep the community informed about growth and what officials are doing to manage it.

**STRATEGY 1** - Regularly post-growth statistics, planning boundary adjustments, public works project information on-line, and in newsletters.

**STRATEGY 2** - Invite residents and businesses to participate in city planning processes.

## STRATEGIC PRIORITIES

# Community Culture



Culture is defined in the dictionary as the customs, arts, social institutions, and achievements of a particular social group or people, in this case, the Central Point Community.



**GOAL 1** - Celebrate Central Point's unique identity and way of life through community events (public or privately sponsored), such as the 4th of July Parade, Community Christmas, Battle of the Bones, Battle of the Food Trucks, Made in Southern Oregon, the Cheese Festival, and include Expo events such as the Wild Rogue Pro Rodeo.

**STRATEGY 1** - Continue to provide high-quality events that are historically recognized in the City of Central Point. When considering the addition of new events, staff and council should be thoughtful of existing partnerships, and prioritize quality over quantity.

**STRATEGY 2** - Community events should be planned to enhance the family-friendly, safe, and small-town quality of life that is valued in Central Point. These events should also celebrate the unique cultural elements of our community.

**STRATEGY 3** - Event programming should target a truly generational and varied audience that provides a welcoming atmosphere to all segments of the Central Point population.



**GOAL 2** - Create opportunities for all segments of the population to enjoy Central Point places and events.

**STRATEGY 1** - Plan events to accommodate and welcome people of all socio-economic status and ability levels. (In other words, disabilities and hardship should not prevent our citizens from enjoying these events. All are welcome.)

**STRATEGY 2** - Plan new and renovated park designs with forethought for accommodating all populations and needs. Be on the leading edge of parks and recreation inclusion! (All kids should have access to City parks regardless of disabilities whether seen or unseen).



**STRATEGY 3** – Beginning with the city council and staff, Central Point should pride itself on civility in all of our public debates. Differences of opinion are welcome, but disagreement should never be a reason to treat others with disdain.

**STRATEGY 4** – Ensure equitable access to safe and attractive parks and facilities that meet community needs. Offer high-quality recreation programs to all age groups, varied interests, and neighborhoods.

**STRATEGY 5** – Continue to police the “Central Point Way” (approachable, reliable, dedicated to service, committed to excellence, friendly/small town).

**STRATEGY 6** – Create and support public art that celebrates our community. Continue to collaborate with local businesses and schools to develop public art projects such as the mosaic project. Showcase local artists whenever possible. Use art to celebrate community diversity and multiculturalism.

 **GOAL 3** - Develop urban agriculture opportunities to connect farm to market in Central Point.


**STRATEGY 1** – Maintain and enhance the viability of the artisan corridor through strategic investments, economic development programs, partnerships, and other tools to promote and leverage this unique cultural amenity to the community—Home of the World’s Best Cheese Makers!

**STRATEGY 2** – Provide opportunities for the development of a local seasonal farmer’s market. Celebrate local wineries and other artisan products such as chocolate.

## STRATEGIC PRIORITIES

### Responsible Governance



 **GOAL 1** - Maintain a strong financial position that balances the need for adequate service levels and capital requirements against the affordability that is desired by our citizens.

**STRATEGY 1** – Continually update the city’s long-term financial plan/strategy.

**STRATEGY 2** – Work with partner agencies and stakeholders to eliminate redundancy and maximize efficiency in all areas.

**STRATEGY 3** – Solicit support from partner agencies in our effort to maintain a robust financial position.

 **GOAL 2** - Invite Public Trust

**STRATEGY 1** – Be a trusted source of factual information.

**STRATEGY 2** – Protect our customers/citizen s' information in a responsible and legal manner.

**STRATEGY 3** – Celebrate our successes and admit our mistakes.

**STRATEGY 4** – Report biennially on the status/results of the 2040 strategic plan. Biennial reporting will provide an avenue for the city to "follow-up" when and where appropriate.

**STRATEGY 5** – Communicate effectively and transparently with the public.



**GOAL 3** - Strengthen our organization by investing in our human capital.

**STRATEGY 1** – Training employees well enough so they can leave, treat them well enough so that they will stay.

**STRATEGY 2** – Continue to invest in a tuition reimbursement program that offers personal and professional growth for our employees. (Expand the program to encourage courses to be taken at Rogue Community College and Southern Oregon University).

**STRATEGY 3** – Promote higher levels of educational attainment throughout the entire organization by offering incentives and professional encouragement.



**GOAL 3A** - Hire and retain quality employees who are skilled, solution-oriented and people minded

**STRATEGY 1** – Establish a competitive compensation (salary and benefits) package.

**STRATEGY 2** – Evaluate applicants carefully based upon skill set, including technical and culturally complementary skills.

**STRATEGY 3** – Recruit employees who we are familiar with from their valuable contributions to other regional cities or agencies.

**STRATEGY 4** – Implement a comprehensive Leadership Development Program.

**STRATEGY 5** – Maintain and seek appropriate accreditations for our Police Department, which demonstrate our professionalism and integrity.



**GOAL 4** - Encourage and support the selection of seasoned policymakers for elected office.

**STRATEGY 1** – Recommend Councilmember selection from established city commissions and committees (i.e., Planning and Parks Commissions, Citizens Advisory and Budget Committees).



**GOAL 5** - Continue to develop and foster the city's community policing program.

**STRATEGY 1** – Build relationships with the community through interactions with local agencies, stakeholders, and members of the public, creating partnerships and programs for reducing crime and disorder.



# STRATEGIC PRIORITIES

## Economically Vibrant



**GOAL 1** - Manage growth to provide a timely and orderly provision of facilities and services to serve existing and new development.

**GOAL 2** - Build upon past success to further the purpose of promoting downtown revitalization and renewal.

**STRATEGY 1** - Expand the Central Business District improvements east to 10th Street and on Front Street (Highway 99) through Urban Renewal.

**STRATEGY 2** - Invest in Façade Improvements through the Urban Renewal Façade Improvement Grant Program that results in physical improvements to buildings in the downtown that will create lasting value for the community in terms of both physical appearance and tax increment benefit while offsetting cost for the business owner. Priority should be given to projects that generate more significant public benefit and/or reflect the historic character of the Central Business District.

**STRATEGY 3** - Partner with the Chamber of Commerce and the local business community to promote Central Point businesses. (Buy Local, Live Local Campaign)

**STRATEGY 4** - Promote destination business development through partnerships with the Chamber of Commerce and the local business community.

**GOAL 3** - Connect the east and west sides of Central Point to provide a sense of community cohesion despite the physical barrier imposed by Interstate 5.

**STRATEGY 1** - Expand the Urban Renewal District to include CP-3 and Beebe Farms property.

**STRATEGY 2** - Through Urban Renewal master plan east side development north of East Pine Street, including newly added lands in CP-3 and Beebe Farms. The subject properties should be considered a Gateway to the Eastside TOD, the Jackson County EXPO, and the UGB.

**STRATEGY 3** - Plan, design and construct bicycle, pedestrian and aesthetic improvements to the Pine Street Overpass in cooperation with ODOT.

**STRATEGY 4** - Plan and construct transit stops for the new 'City Circulator' in cooperation with the Rogue Valley Transportation District (RVTD).



## **GOAL 4 - Attract unique and quality businesses to the City of Central Point.**

**STRATEGY 1** – Develop an Economic Development toolkit to incentive quality development and business investment.

**STRATEGY 2** – Implement an Economic Development program in Central Point where the City is a partner and leader in managing growth that aligns with the community's preferred vision for its future.

**STRATEGY 3** – Work with partners and stakeholders to develop a City of Central Point marketing campaign.

**STRATEGY 4** – Promote workforce and affordable housing necessary to meet the needs of current and future residents through user-friendly, reasonable regulations, efficient land development review process, and incentive programs that provide partial or full tax abatements, SDC payment deferral and/or credits or waivers, public/private partnerships, etc. (refer to Community Investment Goal 6)



## **GOAL 5 - Support business development and entrepreneurship.**

**STRATEGY 1** – Update home occupation regulations to support home-based business growth by allowing one employee that is not related to or living at the home.

**STRATEGY 2** – Promote the development of flex space to support small business incubation and transition of successful home-based business to brick and mortar locations.

**STRATEGY 3** – Promote innovation and trades by eliminating barriers in development codes.



## **GOAL 6 - Seek opportunities to invest in local agricultural business and development.**

**STRATEGY 1** – Research and analyze programs developed by other communities that capitalize/maximize on local agricultural investment.









**STAFF REPORT**

July 7, 2020

**AGENDA ITEM: File No.**

Discussion of the City's Regional Plan Progress Report and City Council's Resolution to Ratify, **Applicant:** City of Central Point.

**STAFF SOURCE:**

Tom Humphrey AICP, Community Development Director

**BACKGROUND:**

The City adopted the Regional Plan Element in 2012 as a new Element of its Comprehensive Plan in response to the County adoption of the Greater Bear Creek Valley Regional Plan. As part of the Regional Plan Element the City is required to adhere to various *performance indicators* and is also subject to *monitoring*. On a regular basis, beginning in 2017 and every 5 years thereafter, the City is required to participate in a regular Regional Plan review process. This is intended to coincide with the Regional Problem Solving Agreement each city entered into. The review is to be in the form of a self-evaluation monitoring report addressing the City's compliance with the performance indicators in the Regional Plan Element.

The City of Central Point took the initiative and created this format to address the three things that are identified as part of local monitoring, namely;

- A description of Central Point's activities pertinent to the Regional Plan for the preceding five-year period;
- An analysis as to whether and how well those activities meet each of the performance indicators; and
- A projection of activities for the next five-year period.

**Activities**

The adoption of the Regional Plan Element in 2012 included subsequent adoption of the City's Agricultural Buffering Ordinance and an Urban Reserve Management Agreement (URMA) with Jackson County. The City has also completed and/or participated in the following:

- 1) Preparation and approval of Conceptual Plans for six (6) of City's eight (8) URAs (CP-1B, CP-2B, CP-3, CP-4D, CP-5A and CP-6A) including collaboration with the MPO and Rogue River Valley Irrigation District;
- 2) Participation in the Jackson County Agricultural Task Force and support of subsequent recommendations and revisions to the Jackson County Agricultural Element;
- 3) Adoption of a revised Urban Growth Management Agreement (UGMA) with Jackson County;
- 4) Revision and adoption of the City's Buildable Lands Inventory for both employment and residential land;
- 5) Revision and adoption of the City's Economic Element;
- 6) First expansion of the Central Point UGB into portions of CP-4 and CP-1B;
- 7) Revision and adoption of the City's Housing Element;
- 8) Update of the City's Transportation Systems Plan (TSP) to include and acknowledge the Interchange Area Management Plans for I-5 Exits 33 (Pine Street) and 35 (Tolo);

- 9) Preparation and adoption of the Central Point Housing Implementation Plan, the City's Housing Strategy for 2019-2024; and
- 10) Preparation and adoption of the City's Land Use and Urbanization Elements.

**Analysis of Activities**

Each of the activities described above has contributed to the implementation of Central Point's Regional Plan Element in particular and the Greater Bear Creek Valley Regional Plan in general. The degree to which these activities meet each of the performance indicators is addressed in the City's findings found at the end of the self-assessment.

**Projection of Activities**

During the next five years the City of Central Point expects to use the various products and documents cited above to expand its Urban Growth Boundary (UGB) and bring in sufficient amounts of residential, employment and open space lands to serve a growing population through the year 2040. The new UGB lands will reflect and implement the conceptual planning that was done for the URAs into which the UGB is expanded. The City also expects to participate with the Regional Problem Solving (RPS) signatories in conducting a 10-year mandated review beginning in 2022. Other activities that the City expects to be involved with include, but are not limited to; updating the Central Point Transportation Systems Plan (TSP), updating the Public Facilities and Services Element, Updating the Environmental Management Element (Hazard Mitigation Plan), maintaining the Buildable Land Inventory (BLI); monitoring the Housing Implementation Plan and updating the Land Use and Development codes to implement new state law and rule making.

**CONCLUSION:**

A draft of the Self-Assessment (Attachment A) was submitted to Jackson County, the Oregon Department of Land Conservation and Development (DLCD) and 1000 Friends of Oregon all of whom have responded positively to the document. Planning staff intend to submit the document to Jackson County in final form as part of the UGB Amendment now that it is approved by the Council.

**EXHIBITS/ATTACHMENTS:**

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Attachment "A" – Regional Plan Progress Report  
Attachment "B" – City Council Resolution No. ••••

**ACTION:**

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Invite public testimony and discuss the self-assessment.

**RECOMMENDATION:**

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Offer feedback to staff. This is for information only and no action is necessary.

# **REGIONAL PLAN PROGRESS REPORT**

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***A SELF-EVALUATION MONITORING REPORT  
ADDRESSING COMPLIANCE WITH REGIONAL PLAN  
PERFORMANCE INDICATORS***

***IN THE***

***REGIONAL PLAN ELEMENT OF THE CENTRAL POINT  
COMPREHENSIVE PLAN***

City of Central Point

Adopted by City Council Resolution No. 1632

June 25, 2020

## INTRODUCTION

The City adopted the Regional Plan Element in 2012<sup>1</sup> as a new Element of its Comprehensive Plan in response to County adoption of the Greater Bear Creek Valley Regional Plan. As part of the Regional Plan Element<sup>1</sup> the City is required to adhere to various *performance indicators* and is also subject to *monitoring*. On a regular basis, beginning in 2017 and every 5 years thereafter, the City is required to participate in a regular Regional Plan review process. This is intended to coincide with the Regional Problem Solving Agreement each city entered into. The review is to be in the form of a self-evaluation monitoring report addressing the City's compliance with the performance indicators in the Regional Plan Element.

The City has created this format to address the three things that are identified as part of local monitoring, namely;

- A description of Central Point's activities pertinent to the Regional Plan for the preceding five-year period;
- An analysis as to whether and how well those activities meet each of the performance indicators; and
- A projection of activities for the next five-year period.

### Activities

The adoption of the Regional Plan Element in 2012 included subsequent adoption of the City's Agricultural Buffering Ordinance and an Urban Reserve Management Agreement (URMA) with Jackson County. The City has also completed and/or participated in the following.

- 1) Preparation and approval of Conceptual Plans for six (6) of City's eight (8) URAs (CP-1B, CP-2B, CP-3, CP-4D, CP-5A and CP-6A) including collaboration with the MPO and Rogue River Valley Irrigation District;
- 2) Participation in the Jackson County Agricultural Task Force and support of subsequent recommendations and revisions to the Jackson County Agricultural Element;
- 3) Adoption of a revised Urban Growth Management Agreement (UGMA) with Jackson County;
- 4) Revision and adoption of the City's Buildable Lands Inventory for both employment and residential land;
- 5) Revision and adoption of the City's Economic Element;

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<sup>1</sup> City of Central Point Ordinance 1964

<sup>2</sup> City of Central Point Comprehensive Plan, Regional Plan Element, Section 4.1 Performance Indicators

- 6) First expansion of the Central Point UGB into portions of CP-4 and CP-1B;
- 7) Revision and adoption of the City's Housing Element;
- 8) Update of the City's Transportation Systems Plan (TSP) to include and acknowledge the Interchange Area Management Plans for I-5 Exits 33 (Pine Street) and 35 (Tolo);
- 9) Preparation and adoption of the Central Point Housing Implementation Plan, the City's Housing Strategy for 2019-2024; and
- 10) Preparation and adoption of the City's Land Use and Urbanization Elements.

### **Analysis of Activities**

Each of the activities described above has contributed to the implementation of Central Point's Regional Plan Element in particular and the Greater Bear Creek Valley Regional Plan in general. The degree to which these activities meet each of the performance indicators is addressed in the City's findings found at the end of this document.

### **Projection of Activities**

During the next five years the City of Central Point expects to use the various products and documents cited above to expand its Urban Growth Boundary (UGB) and bring in sufficient amounts of residential, employment and open space lands to serve a growing population through the year 2040. The new UGB lands will reflect and implement the conceptual planning that was done for the URAs into which the UGB is expanded. The City also expects to participate with the Regional Problem Solving (RPS) signatories in conducting a 10-year mandated review beginning in 2022.

Other activities that the City expects to be involved with include, but are not limited to; updating the Central Point Transportation Systems Plan (TSP), updating the Public Facilities and Services Element, Updating the Environmental Management Element (Hazard Mitigation Plan), maintaining the Buildable Land Inventory (BLI); monitoring the Housing Implementation Plan and updating the Land Use and Development codes to implement new state law and rule making.

## Performance Indicators

Implementation of the Regional Plan Element is guided by a series of twenty-two (22) primary and twenty-one (21) secondary performance indicators<sup>2</sup>, not all of which are applicable to all urban reserve areas.

The following responses address each performance indicator listed in Chapter 5 Section 2 of The Greater Bear Creek Valley Regional Plan (**bold** indicators correspond to the City's Regional Plan Element):

**2.1 (4.1.1.) County Adoption.** Jackson County adopted the Regional Plan in its entirety into the County Comprehensive Plan and implementing ordinances.

**Finding:** The GBCVRP has been taken into account in the preparation of Intergovernmental Agreements and in the preparation of each City's Regional Plan Element.

**Conclusion 4.1.2:** Complies.

**2.2 (4.1.2.) City Adoption.** The City incorporated the Greater Bear Creek Valley Regional Plan (GBCVRP) into the Central Point Comprehensive Plan as the Regional Plan Element.

**Finding:** The GBCVRP was taken into account in the preparation of the City's Regional Plan Element.

**Conclusion 4.1.2:** Complies.

**2.3 (4.1.3.) Urban Reserve Management Agreement.** An URMA was adopted by the City when it adopted its Regional Plan Element.

**Finding:** The URMA has been adopted and will be used for planning in Urban Reserve Areas.

**Conclusion 4.1.3:** Complies.

**2.4 (4.1.4.) Urban Growth Boundary Management Agreement.** The UGBMA between Central Point and Jackson County was revised to institutionalize and direct the management of Forest/Gibbon Acres as an Area of Mutual Planning Concern. Other changes in the agreement added an *intent and purpose* statement, aligned procedural language with the County Comprehensive Plan and obligated the City and County to involve affected Irrigation Districts in the land use planning process.

**Finding:** The UGBMA has been amended to account for better inter-agency interaction and long range planning.

**Conclusion 4.1.4:** Complies.

**2.5 (4.1.5.) Committed Residential Density.** The City has designated land within its URAs to satisfy a regionally agreed to minimum of 6.9 dwelling units per gross acre. Offsets for increasing residential densities within the city limit (in order to reduce URA densities below 6.9) have already been exercised.

**Finding:** The City has followed through with its commitment to the Greater Bear Creek Valley Regional Plan (GBCVRP) by assigning residential land use designations in conceptual plans that achieve 6.9 units per gross acre.

**Conclusion 4.1.5:** Complies.

**2.6 (4.1.6.) Mixed Use/Pedestrian Friendly Areas.** For land within a URA (or within a UGB outside the city limits), each city shall achieve the 2020 Benchmark targets for the number of dwelling units (Alternative Measure No. 5) and employment (Alternative Measure No. 6) in mixed use/pedestrian friendly areas as established in the most recently adopted RTP.

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<sup>2</sup> City of Central Point Comprehensive Plan, Regional Plan Element, Section 4.1 Performance Indicators

**Finding:** The Regional Transportation Plan (RTP) lists a 49% mixed-use dwelling unit target and a 44% mixed-use employment target for new development by 2020. The land use categories in the Conceptual Plans are being developed to create walkable/ mixed use neighborhoods that are anchored by activity centers. The conceptual activity centers being proposed are characterized by medium and high density residential land use and employment centers (i.e. School and Mixed-Use/Commercial).

**Conclusion 4.1.6:** Complies.

**2.7 (4.1.7.) Conceptual Transportation Plans.** Conceptual Transportation Plans shall be prepared early enough in the planning and development cycle that the identified regionally significant transportation corridors within each of the URAs can be protected as cost-effectively as possible by available strategies and funding. A Conceptual Transportation Plan for a URA or appropriate portion of a URA shall be prepared by the City in collaboration with the Rogue Valley Metropolitan Planning Organization, applicable irrigation districts, Jackson County, and other affected agencies, and shall be adopted by Jackson County and the respective city prior to or in conjunction with a UGB amendment within that URA.

**Finding:** The City has adopted conceptual transportation and land use plans in concert with the long range planning it has done within its URAs.

**Conclusion 4.1.7:** Complies.

**2.7.1 (4.1.7.1.) Transportation Infrastructure.** The Conceptual Transportation Plan shall identify a general network of regionally significant arterials under local jurisdiction, transit corridors, bike and pedestrian paths, and associated projects to provide mobility throughout the Region (including intra-city and inter-city, if applicable).

**Finding:** The regionally significant transportation corridor within CP-1B is the OR 140 Corridor which extends from I-5 Exit 35 to Brownsboro-Eagle Point Road. Additionally, the Interchange Area Management Plan for Exit 35 (IAMP-35) identifies public improvements and projects that have been taken into consideration as part of the CP-1B Conceptual Plan. The Bear Creek Greenway system, which is predominantly pedestrian and bicycle oriented affects part but not all of CP-1B. The Concept Plan acknowledges the proximity of the Bear Creek Greenway system. The plan generally represents an enhanced local street network and access management improvements that are proposed in the OR 140 Corridor Plan and in IAMP-35.

**Conclusion 4.1.7.1:** Complies.

**2.8 (4.1.8.) Conceptual Land Use Plans:** A proposal for a UGB Amendment into a designated URA shall include a Conceptual Land Use Plan prepared by the City in collaboration with the Rogue Valley Metropolitan Planning Organization, applicable irrigation districts, Jackson County, and other affected agencies.

**Finding:** The City has prepared and adopted six Conceptual Plans each of which has been done in collaboration with the County, RVMPO and affected agencies.

**Conclusion 4.1.8:** Complies.

**2.8.1 (4.1.8.1.) Target Residential Density.** The Conceptual Land Use Plan shall provide sufficient information to demonstrate how the residential densities (reflected in the following table) will be met at full build-out of areas added to the UGB.



City	Dwelling Units Per Gross Acre 2010 – 2035		Dwelling Units Per Gross Acre 2036 - 2060	
Central Point	6.9		7.9	

**Finding:** The City has assigned conceptual land use designations to achieve an average of 6.9 dwelling units per gross acre in each URA that has a residential component.

**Conclusion 4.1.8.1:** Complies.

**2.8.2 (4.1.8.2.) Land Use Distribution.** The Conceptual Land Use Plan shall indicate how it is consistent with the general distribution of land uses in the Regional Plan, especially where a specific set of land uses was part of the rationale for designating land which was determined by the Resource Lands Review Committee to be commercial agricultural land as part of a URA, which applies to the following URAs: CP-1B, CP-1C, CP-4D, CP-6A, CP-2B, MD-4, MD-6, MD-7mid, MD-7n, PH-2, TA-2, TA-4.

**Finding:** The City has assigned conceptual land use designations to tax lots within URAs CP-1B, CP-2B, CP-3, CP-4D, CP-5 and CP-6. These land use assignments are consistent with the general land use distributions presented in the Regional Plan Element.

**Conclusion 4.1.8.2:** Complies.

**2.8.3 (4.1.8.3.) Transportation Infrastructure.** The Conceptual Land Use Plan shall include the transportation infrastructure required in Section 4.1.7 above.

**Finding:** The required transportation infrastructure per 4.1.7 is addressed in each of the Concept Plans completed by the City (see Finding 4.1.7).

**Conclusion 4.1.8.3:** Complies.

**2.8.4 (4.1.8.4.) Mixed Use/Pedestrian Friendly Areas.** For land within a URA, each city shall achieve the 2020 Benchmark targets for employment (Alternative Measure No. 6) as established in the most recently adopted RTP.

**Finding:** The Regional Transportation Plan (RTP) Appendix B, Page 10 lists a 44% mixed-use employment target for new development by 2020. New land use categories in the various Conceptual Plans have been designed and can be adapted to create walkable/mixed use neighborhoods.

**Conclusion 4.1.8.4:** Complies.

**2.9 (4.1.9.) Conditions.** The following conditions apply to specific Urban Reserve Areas:

**2.9.1 (4.1.9.1.) CP-1B.** Prior to the expansion of the UGB into CP-1B, ODOT, Jackson County and Central Point shall adopt and Interchange Area Management Plan (IAMP) for the Seven Oaks Interchange Area.

**Finding:** The adopted *CP-1B Concept Plan* is consistent with the Regional Plan Element's Conceptual Transportation Plan, in that IAMP-35 management strategies have been acknowledged and incorporated. The State, County and City have formally adopted IAMP-35.

**Conclusion 4.1.9.1:** Complies.

**2.9.2 (4.1.9.2.) CP-4D.** Use of CP-4D is predominantly restricted to open space and park land with the exception of an existing one acre home site.

**Finding:** The adopted *CP-4D Concept Plan* is consistent with the Regional Plan Element's land use type distribution, which allocates 99% of the gross acreage to open space/parks use. Residential uses have been restricted to the existing one acre home site.

**Conclusion 4.1.9.2:** Complies.

**2.9.3 (4.1.9.3.) CP-4D.** No roadways are to extend North, East, or West from CP-4D.

**Finding:** Currently there are three public streets that access CP-4D; Dean Creek Road from the north, Boes Avenue from the east, and Old Upton Road from the south. The adopted *CP-4D Concept Plan* does not propose the extension of any roadways from CP-4D.

However, it is proposed that Boes Avenue and/or Old Upton Road may be extended westerly and northerly as necessary to provide access/parking to serve the future open space and recreation uses proposed for CP-4D. The determination of the extent of the extension of these two roads will be subject to more detailed identification and design of the future open space development of CP-4D. Through access shall not be permitted.

**Conclusion 4.1.9.3:** Complies, no roadways will be extended from CP-4D.

**2.9.4 (4.1.9.4.) CP-6B.** Development of the portion of CP-6B designated as employment land is restricted to institutional uses.

**2.9.5 (4.1.9.5) Central Point URA, Gibbon/Forest Acres.** Prior to the expansion of the Central Point Urban Growth Boundary into any Urban Reserve Area, the City and Jackson County shall adopt an agreement (Area of Mutual Planning Concern) for the management of Gibbons/Forest Acres Unincorporated Containment Boundary.

**Finding:** The City coordinated with Jackson County and entered into an Area of Mutual Planning Concern Agreement prior to a UGB expansion into any of its URAs.

**Conclusion 4.1.9.5:** Complies

**2.10 (4.1.10.) Agricultural Buffering.** Participating jurisdictions designating Urban Reserve Areas shall adopt the Regional Agricultural Buffering program in Volume 2, Appendix III into their Comprehensive Plans as part of the adoption of the Regional Plan. The agricultural buffering standards in Volume 2, Appendix III shall be adopted into their land development codes prior to a UGB amendment.

**Finding:** Agricultural buffering has been shown in the various Conceptual Plans where applicable. There are some instances where buffering will be facilitated by natural stream channels and public rights-of-way. In all cases, during the design/development phase, the City will implement its Agricultural Buffering Ordinance to mitigate potential land use conflicts.

**Conclusion 4.1.10:** Complies.

**2.11 (4.1.11.) Regional Land Preservation Strategies.** Participating jurisdictions have the option of implementing the Community Buffer preservation strategies listed in the Regional Plan or other land preservation strategies as they develop.

**Finding:** Central Point shares common boundaries with the City of Medford on the east and south. The City's zoning code including design and development standards have been used in the past and will continue to be used to maintain Central Point's unique identity. City standards have been an effective Community Buffer preservation strategy.

**Conclusion 4.1.11:** Complies.

**2.12 (4.1.12.) Housing Strategies.** Participating jurisdictions shall create regional housing strategies that strongly encourage a range of housing types throughout the region within 5 years of acknowledgement of the RPS Plan.

**Finding:** The City joined other RPS partners and worked with EcoNorthwest consultants to craft both regional and community specific housing strategies. Central Point took the EcoNorthwest work and used it to revise and adopt a new Housing Element and a corresponding Housing Implementation Plan (HIP) in 2019. The City has already implemented a variety of housing strategies from the HIP.

**Conclusion 4.1.12:** Complies.

**2.13 (4.1.13.) Urban Growth Boundary Amendment.** Pursuant to ORS 197.298 and Oregon Administrative Rule 660-021-0060, URAs designated in the Regional Plan are the first priority lands used for a UGB amendment by participating cities.

**Finding:** The Regional Plan Element includes a provision that requires adoption of a concept plan prior to urban growth boundary expansion into an urban reserve area. Areas that have already come into the UGB or will come into the UGB are part of the urban reserves for which Conceptual Plans have been prepared and therefore comply with the Regional Plan and the priority system of the ORS and OAR.

**Conclusion 4.1.13:** Complies.

**2.14 (4.1.14.) Land Division Restrictions.** In addition to the provisions of Oregon Administrative Rule 660-021-0040, the following apply to lots or parcels which are located within a URA until they are annexed into a city:

**2.14.1-5 (4.1.14.1-5.)** Land divisions within a URA should not be in conflict with the land use plans and transportation infrastructure identified in an adopted Conceptual Transportation Plan. However, cities will have to rely on their URMA with the Jackson County to manage land divisions.

**Finding:** The Concept Plans are prepared in collaboration with Jackson County and the RVMPO. Policies in the City-County URMA and UGBMA ensure continued notification and coordination of infrastructure with proposed land divisions.

**Conclusion 4.1.14.4:** Complies.

**2.15 (4.1.15.) Rural Residential Rule.** Until the City of Ashland adopts an Urban Reserve Area, the minimum lot size for properties within 1 mile of the Urban Growth Boundary of Ashland shall continue to be 10 acres.

**Finding:** This performance indicator does not apply to the City of Central Point.

**Conclusion 4.1.15:** Complies.

**2.16 (4.1.16.) Population Allocation.** The County's Population Element shall be updated per statute to be consistent with the gradual implementation of the adopted Plan. If changes occur during an update of the County's Population Element that result in substantially different population allocations for the participating jurisdictions, then the Plan shall be amended.

**Finding:** The City has participated in and uses the Coordinated Population Forecast for Jackson County. The City adopted a new Population Element in 2019 and the update reflects the forecast for Central Point's Urban Area (city limits and Urban Growth Boundary) published by the Portland State University Population Research Center (PRC) on June 30, 2018. Per ORS 195.033, the City is obligated to utilize the PRC Forecast when updating its Comprehensive Plan or land use regulations which it has. The proposed update is consistent with ORS 195.033 and documents forecast growth over 20-year period 2019-2039.

**Conclusion 4.1.16:** Complies.

**2.19 (4.1.17.) Greater Coordination with the RVMPO.** The participating jurisdictions shall collaborate with the Rogue Valley Metropolitan Organization (RVMPO) to:

4.1.17.1. Prepare the Conceptual Transportation Plans identified in Section 4.1.7.

4.1.17.2. Designate and protect the transportation infrastructure required in the Conceptual Transportation Plans identified in Section 4.1.7 to ensure adequate transportation connectivity, multimodal use, and minimize right of way costs.

4.1.17.3. Plan and coordinate the regionally significant transportation strategies critical to the success of the adopted Regional Plan including the development of mechanisms to preserve rights-of-way for the transportation infrastructure identified in the Conceptual Transportation Plans; and

4.1.17.4. Establish a means of providing supplemental transportation funding to mitigate impacts arising from future growth.

**Finding:** The RVMPO Technical Advisory and Policy Committees determined that the Central Point Conceptual Plans comply with the Regional Plan Part 3- Goals, Policies and Potential Actions. The committee has consistently voted to endorse Central Point URA plans and to support their implementation.

**Conclusion 4.1.17:** Complies.

**2.20 (4.1.18.) Future Coordination with the RVCOG.** The participating jurisdictions shall collaborate with the Rogue Valley Council of Governments on future regional planning that assists the participating jurisdictions in complying with the Regional Plan performance indicators. This includes cooperation in a region-wide conceptual planning process if funding is secured.

**Finding:** The Concept Plans have been prepared in collaboration with the RVCOG.

**Conclusion 4.1.18:** Complies.

**2.21 (4.1.19.) EXPO.** During the first Coordinated Periodic Review process for the Regional Plan, Jackson County shall consider including the land occupied by the Jackson County Expo to the City of Central Point's Urban Reserve Area.

**Finding:** This performance indicator is not initiated by the City of Central Point.

**Conclusion 4.1.19:** Complies.

**2.22 (4.1.20.) Agricultural Task Force.** The Agricultural Task Force shall develop a program to assess the impacts on the agricultural economy of Jackson County arising from the loss of agricultural land and/or the ability to irrigate agricultural land, which may result from Urban Growth Boundary Amendments. The Agricultural Task Force shall also identify, develop and recommend potential mitigation measures, including financial strategies to offset those impacts. Appropriate mitigation measures shall be applied to Urban Growth Boundary Amendment proposals.

**Finding:** The City participated in the County's Agricultural Task Force who proposed changes to the County Comprehensive Plan. Each City Concept Plan is consistent with the Regional Plan Element, is consistent with the City-County UGBMA (which directs consultation with affected irrigation districts during UGB planning) and is also consistent with new policies found in Jackson County's Agricultural Lands Element resulting from ATF recommendations.

**Conclusion 4.1.20:** Complies.

**2.17 (4.1.21.) Park Land.** For purposes of UGB amendments, the amount and type of park land included shall be consistent with the requirements of OAR 660-024-0040 or the park land need shown in the acknowledged plans.

**Finding:** Although not required at this time it is worth noting that OAR 660-024-0040 addresses determination of land need necessary to justify expansion of an urban growth boundary. The adopted CP-4D Concept Plan and other adopted Concept Plans that have Park Land components are consistent with the Regional Plan Element land use allocations for parks and open space and they are also consistent with Central Point's adopted Parks and Recreation Element.

**Conclusion 4.1.21:** Complies.

**2.18 (4.1.22) Buildable Lands Definition.**

**Finding:** The term "buildable lands" as defined in OAR 660-008-0005(2) is used by the City in managing its Buildable Lands Inventory and is the basis for determining future need.

**Conclusion 4.1.22:** Complies.

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RESOLUTION NO. 1632

**A RESOLUTION APPROVING THE REGIONAL PLAN PROGRESS REPORT, A  
SELF-EVALUATION MONITORING REPORT ADDRESSING COMPLIANCE WITH  
REGIONAL PLAN PERFORMANCE INDICATORS FOR THE CITY OF CENTRAL  
POINT, OREGON**

**WHEREAS**, on August 9, 2012 by Ordinance No. 1964 the City Council adopted the City of Central Point Regional Plan Element; and

**WHEREAS**, the Regional Plan Element directs that on a regular basis, beginning in 2017 and every 5 years thereafter, all participating jurisdictions shall participate in a regular Regional Plan review process and submit a self-evaluation monitoring report to the County; and

**WHEREAS**, the City included in its self-assessment 1) a description of Central Point's activities pertinent to the Regional Plan for the preceding five-year period 2) an analysis as to whether and how well those activities meet each of the performance indicators; and 3) a projection of activities for the next five-year period;

**NOW, THEREFORE, THE CITY OF CENTRAL POINT RESOLVES AS FOLLOWS**, that the City Council approves and adopts the Regional Plan Progress Report for the City of Central Point.

PASSED by the City Council and signed by me in authentication of its passage this 25<sup>th</sup> day of June, 2020.

  
\_\_\_\_\_  
Mayor Hank Williams

ATTEST:

\_\_\_\_\_  
City Recorder

